RECENT EDUCATIONAL & PSYCHOLOGICAL RESEARCHES

Issue : 2, Year : 6
Jul.-Aug.-Sep. (2017), Pages : 14 - 16
ISSN 2278 – 5949

International Refereed & Blind Peer-Reviewed Research Journal

AN AUDITORY PRIMING : EXPERIMENTAL STUDY

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Received : 30/06/2017 *1st BPR* : 02/07/2017 *2nd BPR* : 05/07/2017 *Accepted* : 09/07/2017

ABSTRACT

Sometimes word comes in our conscious and unconscious mind unknowingly and effect our day today working. Researches show that priming plays role in such effect. Experiment is reported that addressed the relative involvement and nature of priming. Evidence suggested that priming consist of meanings (e.g. words) that activate associated memories. The present study was done to see the effect of priming on unconscious mind. The sample of the study involved 40 participants (where,males = 20, females = 20) between the age group of 16 to 19 years. The participants were assessed by using the questionnaire. The data was analyzed using the chi square. Clinically significant results were found at .01 level. Results imply that there is an automatic affect of auditory priming.

Keywords : Priming, Mind, Unconscious, Conscious, Auditory.

INTRODUCTION

We can be unconsciously influenced by our experiences in such a way that previously encountered stimuli and concepts become more rapidly available. These behavioral changes can include increasing the speed of response, increasing the accuracy of the response, or biasing the nature of the response (Edward, E., Smith & Stephen, M., Kosslyn). Priming increases function of the degree of conceptual or semantic analysis required during the initial exposure to the stimulus. One example of such a test is the exemplar generation task, in which participants are cued with a category label such as fruit and are asked to generate exemplars belonging to that category (e.g., apple, pear, etc.). Uncommon target responses (e.g., mango) will be made more often following previous exposure to the target than in baseline responses; this increase in response likelihood is the facilitation effect for the exemplar generation task. Facilitation effects with this task are sensitive to manipulations of conceptual but not perceptual processes (e.g., Srinivas & Roediger, 1990).In the present investigation we focused on the automatic effect of priming.

OBJECTIVE OF THE STUDY

To study the automatic effect of Auditory Priming.

HYPOTHESIS OF THE STUDY

There will be a significant effect of Auditory Priming.

METHODOLOGY

SAMPLE

The present study was conducted on a sample of 40 students (where,males = 20, females = 20).

Most students were pursuing graduation (Dev Sanskriti Vishwavidyalaya). The age range of the sample was from 16 years to 19 years. Only those students were included who gave oral consent to participate in the study.

TOOL USED

A song was selected as stimuli for the cue words, questionnaire, disorders related videos, noodles photos.

STATISTICAL TECHNIQUE WAS USED

To study the effect of priming on unconscious mind chi-square were employed.

RESULTS

Table: After completion of the experiment the answers were distributed into favorable and unfavorable column *see the table 1*. 28 participants were in favor and 12 were not in favor.

	Favourable	Unfavourable	
Observed (fo)	28	12	40
Expected (fe)	20	20	40
(fo-fe)	8	8	
$(fo-fe)^2$	64	64	
$(fo - fe)^2 / fe$	3.2	3.2	

$$\chi^2 = \sum \frac{(\text{observed - expected})^2}{\text{expected}} = 6.4$$

df = 1 P= .01

DISCUSSION AND INTERPRETATION

The present study examines automatic effect of auditory priming. Stimuli were presented while participants were entering the room. They were asked to settle and take their places. When they were in comfortable position song was stopped and few disorder related videos were played during the intervals noodles pictures were shown. At the end they were given one questionnaire containing 6 questions in which there were few general questions, few related to songs. They were asked to fill the questionnaire within few minutes of time. After completion, questionnaire was taken.

The observed data (fo) are given in the first row of Table 1.In the second row is the distribution of the answers to be expected on the null hypothesis (fe), if each answer is selected equally often. Above the table are entered the differences (fo-fe). Each of these differences is squared and divided by its fe (64/20+64/20) to give $x^2 = 6.4$.

The degree of freedom in the table may be calculated from the formula df = $(r-1)_0$ (c-1) to be (2-1) (2-1) or 1. Or, the degrees of freedom may found directly in the following way: Since we know the row totals to be 40, two entries are made in a row. When the first entry in row 1 is 28, for example the third entry must be 12 to make up 40.Since we also know the sums of the columns, only one entry in a column is free, the second being fixed as soon as the first is tabulated. There are, then, one degrees of freedom for rows and one degree of freedom for columns, and 1 X 1 = 1 degrees of freedom for the table.

Our result may be marked "significant at the .01 level'', therefore, on the grounds that divergence of observed from expected results is too unlikely of occurrence to be accounted for solely by sampling fluctuations. We reject the "equal answer" hypothesis and conclude that our group really favors the

conceptual priming concept. In general, we may safely discard the null hypothesis where P is .01 or less. Finding of the present study indicates that auditory priming does affect automatically.

LIMITATIONS AND RECOMMENDATIONS FOR FURTHER STUDIES

- For more effectual results time duration could be increase.
- To measure the effect of priming more stimuli can be used.
- Sample size could be increased for further studies.

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